

BREAKFAST IN A BOWL

A SPOONFUL OF HISTORY

Did you know that the invention of cereal was an accident? Dr. John Harvey Kellogg, was one of the first “wellness gurus” that saw what the effects of fatty, greasy, salty and spicy foods could have on our gastrointestinal tract. Dr. Kellogg opened a medical spa known as the Battle Creek Sanitarium, where individuals would check in with medical ailments looking for a solution. All meals were provided by the kitchen which Dr. Kellogg oversaw. It is believed that in 1898 a batch of wheat-based cereal dough was left out accidentally for an extended period of time causing it to ferment. This dough baked nicely into what is now the first ever “corn flakes” (later used corn because it produced a crunchier crisp). Dr. Kellogg’s brother Will Kellogg saw an opportunity to market this “health” cereal to ordinary people looking for a light and healthy breakfast and the Kellogg’s brand cereal was born. This however didn’t come without a little friendly competition from a past patient of the Sanitarium. C. W. Post adapted the cereal into his own recipe called Grape Nuts, a “tastier and sweeter” corn flake. This led Will Kellogg to add sugar to the Kellogg’s corn flake to compete with flavor, despite his brother’s plea against it. This now has led to the creation of many different types of cereals lining our grocery store shelves today!



WHAT TO LOOK FOR WHEN PICKING A CEREAL

HEALTH CLAIMS AND USE OF ADVERTISING

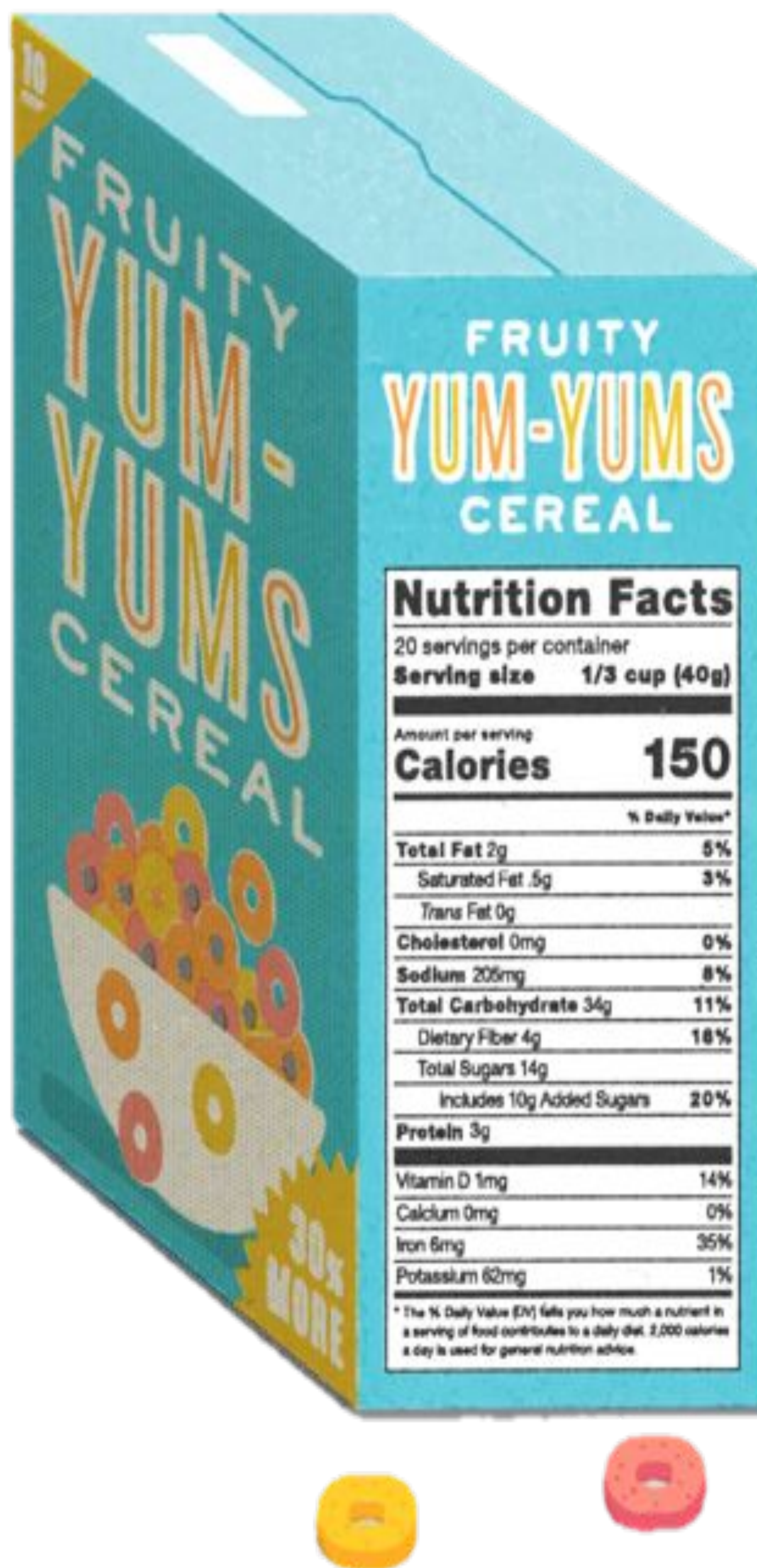
Be careful of health claims like “No sugar added” and “May lower cholesterol” or the use of cartoon characters/celebrities to help sell a product. These are nothing more than strategies to sell more breakfast cereal. Be a smart shopper and use your nutrition label and ingredient list to pick the best cereals.

SUGAR, SUGAR, SUGAR

Generally children like more sugary breakfast cereals. While frequent consumption of dry, sugar breakfast cereal can increase their risk of cavities, some sugary treats can still be part of a healthy diet. Try to pick a cereal that has less than 9-10 grams of sugar per serving (2-2.5 teaspoons). Remember adding in your child’s favorite fruits can sweetened their breakfast while adding other vitamins and minerals!

MAKE IT A PART OF A COMPLETE BREAKFAST

If you feel that your child isn’t getting enough nutrition from their breakfast cereal make it part of a more complete breakfast. Pair with fruit, eggs or even a fruit and vegetable smoothie to get extra protein, vitamins and minerals!



Nutrition Facts	
20 servings per container	
Serving size	1/3 cup (40g)
Amount per serving	
Calories	150
%	
Total Fat 2g	5%
Saturated Fat .5g	3%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 205mg	8%
Total Carbohydrate 34g	11%
Dietary Fiber 4g	18%
Total Sugars 14g	
Includes 10g Added Sugars	20%
Protein 3g	
Vitamin D 1mg	14%
Calcium 0mg	0%
Iron 6mg	35%
Potassium 62mg	1%

INGREDIENT LISTS

Ingredient list are presented in decreasing amounts of that ingredient in the overall product. This means the first ingredient is in the cereal the most. For the most nutrients and fiber look for the first ingredient to be a whole grain like “whole wheat” or “whole oats”. Limit those with the first ingredient as sugar or uses different types of sugar like honey or cane sugar.

VITAMIN AND MINERAL FORTIFICATION

Many foods are fortified with different vitamins and minerals to help reduce the risk of deficiencies. Nutrition labels will provide percentages of daily values for varying vitamins and minerals - however these percentages may not be based on the needs of your child. Ingredient list may list the vitamins and minerals that have been added. These typically include B vitamins, iron, zinc, Vitamin D and calcium. Vitamin and mineral fortification can be a helpful way to pack more nutrients into breakfast cereals. However, note if your child is taking a multivitamin and eating lots of fortified foods they may be getting too much and can have negative side effects!